

THE INFLUENCE OF CELEBRITY ENDORSEMENT
ON CONSUMERS' VIEW OF FASHION PRODUCTS
AND PURCHASE INTENTION

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CHAPTER 1

INTRODUCTION

Advertisement is the action that persuades individuals of any target market to buy products. There are a variety of different ways the advertisement message can be communicated such as TV ads, radio publicity, print promotion, online advertising, billboard marketing, in-store advertising, word of mouth (WOM) advertising, and endorsements. McCracken (1989) found that celebrity endorsements are characterized as an effective way of transferring meaning to brands. The potential positive impact on product sales cannot be understated. According to a Marketwatch claim in Social Media Week (Olenski, 2016), just one endorsement can spell an increase in sales by 4%, almost immediately. That's why businesses, even small businesses, hire celebrities to promote their brand.

A celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p.310). In addition, fashion influencers such as fashion bloggers may be considered semi-celebrities today; they give consumers a sense of authenticity and encourage them to shop for products (Maurice, 2017). It is a common practice that companies use celebrity endorsements to increase the exposure of products to consumers. The ability of celebrity endorsements to affect consumer behavior has been suggested in both the academic literature and the popular/trade press. For example, Ahmed, Seedani, Ahuja, and Paryani (2015) who investigated consumer buying

behavior, found that there was a significant impact of celebrity endorsements on the buying behavior of customers. Physical attractiveness, credibility, and congruence of the celebrity with reference to the product in the endorsed advertisement had an impact on customers' perceptions about the endorsement product. In addition, Bukszpan(2015) suggested that celebrity product endorsements can become a natural fit in that we have a hard time envisioning the product without the celebrity next to it. Think of Michael Jordan and Nike, or Brooke Shields and Calvin Klein. Likewise, twenty years ago, celebrity endorsement advertising was recognized as a universal, important feature of marketing (McCracken, 1989). Today there are many successful examples that indicate that celebrity endorsement continues to be one of the most influential advertisements (e.g. Hung, 2014, Wei & Lu, 2013, Wang, Cheng, & Chu, 2013).

The cigarette industry was the first to formally use a celebrity to endorse a product in 1905 when Murad Cigarettes used comedians Fatty Arbuckle and Harry Bulger (Clark & Horstmann, 2013). Then, celebrities promoted a variety of products such as tobacco, liquor, and patent medicines. Since the early 1990s, the use of celebrities in advertisements has grown, ranging from the inclusion of actors/actresses, musicians and athletes, to politicians and even fictional characters such as Hello Kitty and Mickey Mouse (Hosany, Prayag, Martin & Lee, 2013).

In celebrity endorsements, it is important to match the right celebrity to the product. The term “right” refers to consumers' perception that the celebrity is highly knowledgeable about the product from their own experience. Therefore it is a good match with the product. For example, doctors who recommend medicine or hairdressers who recommend shampoo in advertising.

Celebrity endorsement is very helpful with selling because consumers often desire to associate their identities and appearance with the celebrity. Strategic Content Marketing (5 Reasons, 2016) identified five reasons that explain how celebrity endorsements work. First, people

like to see a familiar face with a product. Second, people want to be like celebrities. Third, the company can target a new demographic. Fourth, people believe they are getting a high-quality product. Last, people remember the ads after seeing it.

Diffusion theory can explain how celebrity endorsement fits into a customer's decision to buy a product. Rogers published his first book, *Diffusion of innovations*, in 1962. Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread. In this theory, Rogers suggests there are five stages to the adoption process: knowledge, persuasion, decision, implementation, and confirmation. Within this framework, a celebrity, with their social status and influence, is able to connect to a large audience during the knowledge phase, which is where people are exposed to the new innovation or product, and then persuade them in the persuasion stage by endorsing the product (Rogers, 1995). As such, the diffusion process is one framework that helps illustrate the effect of celebrity endorsements by outlining the stages consumers go through during an adoption process and how a celebrity interacts with consumers, particularly in the first two steps.

Historically, endorsements were communicated to consumers through advertisement as one-way communication. Today, with social media and the internet, consumers can comment and communicate back to the company creating a two-way communication path. Therefore, through social media, posting an ad (including celebrity endorsement) can allow companies to receive faster and variable feedback from consumers.

Due to the growth of social media today, celebrity endorsements have strong influences on people's perceptions of a brand (Burke, 2017). Many celebrities use social media and digital communication through endorsing brands. With the social media available now, people can use Twitter, Facebook, Instagram or Snapchat to quickly connect with their favorite celebrities and

celebrities are able to connect with their fans, which was impossible to do in the past. This two-way conversation has changed many people's lifestyles. Checking social media with those celebrities has become a daily activity for many people. The rapid growth of visual microblogging platforms, such as Instagram, has created new opportunities for brands to communicate with consumers (Burke, 2017).

Disadvantages of using celebrity endorsements include the expense of hiring a celebrity for their endorsement of a product. Additionally, the contract between companies and celebrities could include a profit-sharing plan where the celebrity receives a percentage of a company's profits for the product based on its quarterly or annual earnings. Many celebrities get benefits from endorsing a company or a product on their personal social media accounts. Social media celebrities, such as Kim Kardashian or Justin Bieber, can be paid \$20,000 for a single, 140-character tweet (Sokolovska, 2016).

Another potential disadvantage of celebrity endorsements is the risk involved related to unforeseen behavioral issues. If the celebrity gets in trouble, it could tarnish the brand image. For example, in 2009 at the Lakme Fashion Week in India, Akshay Kumar, an actor and television personality, was walking the runway for Levi's brand when he brazenly walked up to Twinkle Khanna, an Indian columnist and actress, and asked her to unbutton his jeans, who promptly complied. The moment and the activity proved to be too much for the Indian audiences and the actors were charged with obscenity notices. Levi's was criticized for the promotional activity (Malhotra, 2018).

Problem Statement

Regarding celebrity endorsement in advertising fashion products today, especially with social media platforms, several questions require further study. For example, what is the impact of using celebrity endorsements? Can celebrities effectively change the attitude of consumers towards fashion products? Do celebrities influence consumers' decision in a direction deemed desirable by the celebrity? What are positive and negative impacts of using celebrity endorsements? Do celebrity endorsements help consumers remember fashion products?

Purpose

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

Research Questions

1. Do celebrity endorsements influence consumers' attitudes toward their view of a fashion product or their desire for the product?
2. Do consumer of diverse demographics such as age, gender and ethnicity view celebrity endorsement of fashion products differently?
3. Do consumers believe that a celebrity's behavior (positive or negative) outside of the endorsement of a fashion product impacts or changes their view of the fashion product?
4. Do consumers believe that they are better in recalling a fashion product when a celebrity has endorsed it?

5. Do consumers believe that adopting a fashion product that a celebrity endorses can provide them with a greater chance for social approval than a fashion product that has not been endorsed?
6. Do consumers believe they are more likely to purchase a fashion product that has been endorsed by a celebrity than a product that has not been endorsed?

Hypotheses

1. Hypothesis 1 – Consumers believe that their view of a fashion product's desirability will not be impacted if a celebrity endorses the product.
2. Hypothesis 2 - Consumers believe that the behavior of a celebrity endorsing a fashion product will not influence their view of the product
3. Hypothesis 3 – Consumers believe that their ability to remember a fashion product will not be improved when a celebrity endorses the product.
4. Hypothesis 4 – Consumers believe that their intentions to purchase a fashion product in order to fit in with social groups is not more likely to occur when a celebrity endorses the product
5. Hypothesis 5 – There is no difference between gender of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product
6. Hypothesis 6 – There is no difference between the age of consumers related to their belief that their intention to purchase a fashion product is more likely occur when a celebrity endorses the product

7. Hypothesis 7 – There is no difference between the ethnicity of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorsed the product
8. Hypothesis 8 – Consumers believe that there is a more relative advantage to purchasing a fashion product when a celebrity endorses the product over products not endorsed
9. Hypothesis 9 – Consumers believe that a fashion product is more likely to be seen as compatible and fit into their lifestyle when a celebrity endorses the product over products not endorsed
10. Hypothesis 10 – Consumers believe that a fashion product is more likely to be seen as less complex for consumers to use and understand when a celebrity endorses the product over products not endorsed
11. Hypothesis 11 – Consumers believe that they are more likely to want to try a fashion product when a celebrity endorses the product over products not endorsed
12. Hypothesis 12 – Consumers believe that they are more likely to want a fashion product when observing a celebrity endorsing a fashion product over products not endorsed

Rationale

This study investigated consumers' views of fashion products related to celebrity endorsements. Even though there is research that indicates that the use of celebrity endorsements are not advantageous (e.g., Daboll, 2011, Harrington, 2014, Matarese, 2016), there are numerous studies that indicate they are beneficial (e.g. Hung, 2014, Wei & Lu, 2013, Wang, Cheng, & Chu, 2013). Since companies spend a lot of money on celebrity endorsements, it is important to them that they get what they paid for. It is also important that companies understand the potential risks of selecting celebrities to endorse their products, which could

lead to unintended negative press, brand associations, and even fewer sales. Because of these reasons, understanding the influence of celebrity endorsements on the customer's journey to purchase products is important to study.

Assumptions

The researcher makes the following assumptions in the implementation of the study and in the interpretation of the data:

1. All participants are truthful in their answers.
2. All participants are able to understand the survey questions

Definitions

For this study, the following definitions were used:

Fashion – a style that is popular in the present or a set of trends that have been accepted by a wide audience (Brannon, 2005)

Celebrity endorser – “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p.310)

Consumer purchase intention – a mental orientation characterizing a consumer's approach to making choices (Sproles & Kendall, 1986)

Summary

A celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken,

1989, p310). Today, with social media and the internet, celebrity endorsements can become a two-way conversation. Companies can receive online feedback from consumers very fast, and consumers can also communicate with celebrities through social media. Therefore, companies and celebrities through endorsements engage with consumers differently than other one-way advertising such as billboard, sponsored e-mails, display ads, and sidewalk signs. Consumers can leave feedback and direct messages on social media platforms to join the conversation with celebrities directly in a way that one-way advertising is unable to.

There is some evidence that supports the use of celebrity endorsement as being very helpful with selling. For example, Michael Jordan for Nike, David Beckham for H&M, Nicole Kidman for Chanel. (Greenman, 2014). However, there are still some risks that could hurt a brand image. Matching the right celebrity to the right product is very important for companies. The purpose of this study is to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

CHAPTER 2

REVIEW OF LITERATURE

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and their intention to purchase. The chapter will present a review of the literature that describes: a) the importance for consumers, b) diffusion theory, c) diffusion theory and celebrity endorsements, d) celebrities as influencing role models, , e) relationship between celebrity endorsements and consumers, f) experts, fashion bloggers and celebrity endorsement, g) pros of celebrity endorsement, and h) cons of celebrity endorsement.

The importance of celebrity endorsement for consumers

Celebrity endorsement is one type of marketing process companies use to promote products to consumers. Understanding the relationship between products and consumers and how celebrity endorsements play a part in this process is important. First, in order to know about the relationship between products and consumers, knowledge about “product cues” is needed. Van Herk and Torelli (2017) stated that products and brands are conceived to consist of an array of “cues” (e.g., price, brand name, packaging, color, etc.). Product cues are intrinsic and extrinsic and both are important for a consumer. Intrinsic cues include a product's quality and information such as packaging and design. Extrinsic cues usually relate to intangible product attributes such as price

and brand name. So, when a celebrity endorsement is used, the goal is to improve extrinsic cues. From evaluation of the celebrity endorser including their expertise, trustworthiness and perceived social value, consumers may infer the product possesses characteristics similar to the celebrity (Wang, Kao, and Ngamsiriudom, 2017).

Rao and Monroe (1988), sought to develop a framework illustrating consumers' assessment of product quality based on their simultaneous evaluation of intrinsic and extrinsic cues, with product knowledge (familiarity with the product) and personal self-confidence as moderating variables. They reported that low-knowledge consumers relied primarily on extrinsic cues, moderately knowledgeable consumers relied on either extrinsic or intrinsic, and high-knowledge consumers relied on either extrinsic or intrinsic cues depending on the value of the information.

Diffusion Theory

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system (Rogers, 1995). Rogers states that diffusion is a special type of communication, in which the messages are concerned with a new idea. It is used to explain how an innovation, a new idea spreads through a community (Rogers, 1995).

According to Rogers (1995), there are five attributes of innovations that affect the rate of adoption to people. First, relative advantage is the degree to which a new product is more advantageous to the customers than previous or competing brands. Second, compatibility is whether or not the new innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters. Third, complexity is the degree of difficulty for an innovation to be understood and used. Fourth, trialability is the degree that an innovation could try

out for a limited basis. Fifth, observability is the degree to which the innovation and/or results of using the innovation are visible to others.

Celebrities, with their status as an influencing role model, can have the ability to connect with a large audience in the knowledge stage and persuade in the persuasion stage. They can also highlight the positive attributes of a product such as its relative advantage, compatibility, and complexity. The product endorsement can showcase the product as being consistent with the needs and values of the customer, thus potentially influencing the customers' buying decision.

Communication channels are the means by which a message gets from a source to a receiver. There are many communication channels that exist such as audio, billboards, public speaking events, and social media platforms. In the context of the 5-step diffusion theory adoption process, communication channels help deliver the message to the consumer during their "knowledge" stage, which is when they first hear about the product (Rogers, 1995). Celebrities, because of their influence and position as an influencing role model, can raise awareness and persuade consumers to buy the product they are endorsing. However, this is not possible unless they utilize a communication channel to reach the customers with their message.

The importance of choosing a communication channel is apparent when thinking about the best way to maximize the number of consumers who become aware of the product and end up purchasing it. In short, the more people that are educated about the product, the more potential sales there are. In the big picture of marketing, the correct celebrity choice is important to deliver the awareness of the product and persuade potential buyers to purchase. The communication channel is important to consider in order to maximize the reach of the advertisement, both of which fit together to explain how celebrities and communication channels fit into the diffusion adoption process.

A social system is defined as a set of interrelated units that are engaged in joint problem solving to accomplish a common goal (Rogers, 1995). The members of units of a social system may be opinion leaders, informal groups, organizations, and/or subsystems. Most notably, opinion leadership is the degree to which an individual is able to influence other individual's attitudes or overt behavior informally in a desired way with relative frequency. Opinion leaders fit into the social structure and play the role of helping guide others in the social system to the products that solves the group's problem. Because of their high public visibility, greater exposure to the mass media, and higher socioeconomic status, celebrities are typically more influential when spreading the news about a product, especially to social systems they fit into.

Diffusion theory and celebrity endorsements

Diffusion occurs through a combination of (1) the need for individuals to reduce personal uncertainty when presented with new information, (2) the need for individuals to respond to their perceptions of what specific credible others are thinking and doing, and (3) general social pressure to do as others have done (Dearing, 2008). In the case of a celebrity endorsing a product that others then adopt, the celebrities showcase the product by providing knowledge about the product and may lead to persuasion to purchase. The celebrities tell their massive audiences about a product which can clear up uncertainty with the product, bring potential credibility and perspective to a buying decision, and even bring social pressure to the purchasing decision by telling consumers to buy the product because they also use the product themselves.

Celebrities as influencing role models

In this study, an influencing role model, or an influencer, is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position, or relationship with his/her audience (Nite, 2016). There are thousands of similar products for consumers to choose and they need to find the most relevant and applicable product to them. This is where influencing role models are important as their certification and attractiveness would lend credibility and importance to the product, which makes the consumer's purchase decision easier. Celebrities can use their influence to spread new product information to their audience. Then, they influence the audience's way of thinking about the new product.

Influencers are people who have a strong community and build relationships with them to affect purchase decisions. Celebrities who are endorsing a product are often considered as influencers but may not necessarily be opinion leaders. For opinion leaders, the concept they promote is more about "thought leadership" than "influencing." In other words, opinion leaders are the recognized authorities on a subject whereas celebrities may simply have a large following. A powerful overlap is when a celebrity is both an influencing role model and an opinion leader. Eastman, Flynn, and Goldsmith (1996) suggest opinion leadership occurs when individuals try to influence the purchasing behavior of other consumers in specific product fields and opinion seeking happens when individuals search out advice from others when making a purchase decision. In short, opinion leaders give advice, and opinion seekers ask for it. Therefore, when talking about celebrity endorsements, another factor to consider is the celebrity's position as an opinion leader.

Relationship between celebrity endorsements and consumers

McCracken (1989) stated that celebrity endorsement plays a crucial part in the meaning transfer process. He listed three stages of the endorsement process. The first stage included the meaning of the celebrities themselves such as credible and charismatic. In the next stage, the meaning is transferred from the celebrity to products. In this case, some of the meanings of the celebrity are now inferred to the meaning of the product. In the final stage, the meaning moves from the product to the consumer. For example, consumers can feel noble by buying luxury products. This process has been further examined by other researchers, such as Roy & Jain (2016), who has re-validated that the meaning transfer process is a real phenomenon.

Additionally, Carroll (2009) explained that “consumers generally have a more positive response to attractive people and the effectiveness of the message depends on the similarity, familiarity and liking of the endorsement. Therefore, attractive celebrities may be more successful in changing beliefs and generating purchase intentions.” (p. 151). Nevertheless, the celebrity world is more complicated than the use of just attractive individuals. There are other factors to consider, such as status, class, gender, age and more, that can also impact purchase intentions. McCracken (1989) believed that the use of celebrities in the endorsement process is very complex. For example, since attractiveness is a subjective idea, what one social group may think is attractive may not be for another. Due to this, an endorser with high social status is likely to have stronger persuasive power compared to other endorsers (Berger, 2017). McCracken (1989) also suggests that consumers who have the same gender and similar age bracket with the celebrity may easily be persuaded due to the resemblance. However, if similarities increase persuasiveness, then the opposite can also be true, in which opposite genders, differing ages, and dissimilar characteristics could weaken the persuasiveness or attractiveness of the celebrity endorsement as a whole. As such, choosing a celebrity for social status that is in the perfect middle-ground and choosing a

celebrity that has the necessary similarities with the target audience to optimize attractiveness not an easy task. Even though Carroll says that attractive celebrities may be more successful in changing beliefs and generating purchase intentions, understanding that the endorsement process is complex, like McCracken explains, will help us understand that using celebrity endorsements is not as easy as choosing a random, attractive celebrity to represent a product.

Experts, fashion bloggers, and celebrity endorsement

Celebrity endorsers can include people who could be considered experts in their own fields (Kahel & Homer, 1985; Ohanian 1990). For example, doctors who recommend medicine or hairdressers who recommend shampoo in advertising. In this case, these experts can be considered as a celebrity endorsing a product. However, not all celebrities endorsing products are experts, which may impact consumer's perception of the product and their buying decisions (Biswas, Biswas & Das., 2006). Consumers may see those experts who have high knowledge in their own fields as having higher credibility than other celebrity endorsers since the expert is combining their professionalism and reputation to the role.

The fashion blogger is a more recent version of celebrity endorsement in this generation with the use of social media. A fashion blogger is a new job within the last decade, and just like opinion leaders, they can influence people's buying decisions (Maurice, 2017). In fact, data from the influencer marketing platform, MuseFind, shows that 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement (Maurice, 2017). Due to the breadth and inherent quality of blogs to build and be part of networks, companies, brands and businesses have realized that bloggers can be tapped as additional channels in communicating and reaching out to their consumers (Lepitak, 2018).

Fashion bloggers are different than experts since they are generally not experts in the field. They do not necessarily have or need the experts' knowledge to express their thoughts about products. Some fashion bloggers, for example, are consumers just like everyone else. An outcome of this process is that people might feel that fashion bloggers are more similar to themselves and therefore more influential. Like experts and celebrities, bloggers decide what they want to endorse.

One thing that companies need to be careful of is how consumers view the blog. It is not always clear if the bloggers are paid by the company, if they are stating factual information provided by the company, if they are stating their own opinion, or if they are stating the company's view of the product. This lack of transparency on sponsorships and endorsements can negatively impact both the brand and the blogger. As such, both bloggers and companies must have guidelines in place to avoid these types of issues, through the use of disclaimers and clear identification of collaborations.

Even with the potential risks, the benefit of bloggers talking about the products is that the product is being seen by the consumer. An additional benefit to the company using a blogger as an endorser includes receiving feedback immediately after bloggers post the products on their social media accounts. Companies can even use the blogger's page to track their products' feedback from real consumers.

Pros of celebrity endorsement

A celebrity endorser is defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement"

(McCracken 1989, p. 310). In investigating brand communications in fashion categories using celebrity endorsements, Gangwar (2016) reported that celebrity endorsement tends to be more powerful than other campaigns. Celebrity endorsements can be considered being the “added value,” which can be used to distinguish products from other brands in the market.

Approximately 14-19% of advertisements aired in the US featured celebrities that endorsed products and brands (Sokolovska, 2016). Marketwatch reported that a simple announcement from a brand signing a celebrity or athlete can cause stock prices to rise slightly and increase sales by 4% on average (Sokolovska, 2016). The benefit of using celebrity endorsements can include increased attention, image polishing, brand introduction, brand repositioning and the potential to increase global campaigns. Thus, celebrity endorsements have become a popular way to approach both keeping attention and creating positive distinct brand images.

Cons of celebrity endorsement

Carroll (2009) indicated that attractive celebrities may be more successful in affecting people’s beliefs and purchase intentions. However, celebrity endorsements can also lead to negative results. One of the common problems is people doubt that celebrities are honest in their reviews of the product, which might lead to the loss of credibility of both the company and celebrity. In this situation, consumers believe that celebrities are just making money from brands without really using or evaluating the product.

Since a company’s reputation is often tied to the image of the celebrity that endorses their products, a negative event in the celebrity’s personal life can cause a lot of harm to the brand. As an example, the 12-time Olympic medalist Ryan Lochte, an American swimmer, got into a public dispute with Brazilian police at the 2016 Summer Olympics. After leaving a party early that

morning, Lochte and three other swimmers claimed that they had been forced from their taxi and robbed at gunpoint. After three days of investigation, the police believed that the four had fabricated the robbery story. In fact, they had vandalized property after being refused entry into a gas station bathroom and were then detained by guards who forced them to leave money to pay for damages.

Following the incident, Lochte issued a statement on Twitter, saying “I want to apologize for my behavior last weekend. For not being more careful and candid in how I described the events of that early morning ...” (Tuttle, 2016). In the end, Brazilian police charged him with filing a false police report. The revelation that he allegedly lied about the incident—feeding into the stereotypes about crime in Brazil and pumping himself up with his nonchalant “whatever” attitude in response to a supposed gun pointed to his head—may “virtually eliminate him from future endorsements” stated Bob Williams, chief executive of the celebrity-endorsement deal firm Burns Entertainment & Sports Marketing. “Advertisers have become far less tolerant of controversial behavior of any type, and this is yet another type of controversial behavior that doesn’t reflect well on a brand.” (Tuttle, 2016). As of 2012, Lochte reportedly received \$2.3 million annually in sponsorships from brands like Speedo, Mutual of Omaha, Gillette, Gatorade, and Ralph Lauren. (Tuttle, 2016). Lochte lost all his major commercial sponsors after the Rio Olympics incident.

Summary

There are many types of advertisements such as TV ads, radio publicity, print promotion, online advertising, billboard marketing, in-store advertising, word of mouth (WOM) advertising, and endorsements. Celebrity endorsements are considered to be an influential strategy in selling today (Hammad, 2014). Products’ intrinsic (e.g. packaging and fabric) and extrinsic cues (e.g.

endorsements) are both important to consumers' buying intention. Through the use of celebrity endorsements, improvement to products' extrinsic characteristics may be achieved which may then affect consumers' buying intention. In addition, Nyarko, Asimah, Agbemava and Tsetse (2015) reported that celebrity endorsements may be an effective way of transferring meaning from endorsers to brands. Celebrities bring the meaning of themselves (e.g. credibility and charismatic) to a product, and then the meaning transfers from the product to consumers (e.g. consumers feel like they have the similar characteristic as the celebrity endorser).

There are advantages and disadvantages of using celebrity endorsements. The benefit of using celebrity endorsements can include increased attention, image polishing, brand introduction, brand repositioning and the potential to save a failing brand (Suttle, 2018). Disadvantages of using celebrity endorsement include consumers' perceptions that celebrities are not being honest in their reviews of the product and the risk of celebrities' inappropriate behavior impacting the products image.

CHAPTER 3

METHODOLOGY

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and their intention to purchase. This chapter describes the methodology used to conduct the study with the following sections: institutional review board, study subjects, instrument, data collection, and data analysis.

Institutional Review Board

Permission was obtained from the Ball State University's Institutional Review Board prior to implementing this study. The researcher conducting this analysis completed the Collaborative Institutional Training Initiative training (Appendix A).

Subjects

The target sample in this study was college students. They were chosen due to their significant purchasing power in today's market. According to Wilson (2017), the number of Americans attending college has increased significantly. In 2017, over a third of American adults have a four-year college degree, the highest level ever measured by the U.S. Census Bureau. In addition to the growth of the population, there have been some changes in terms of the composition

of the student population. For instance, there has also been an increase in the student population who are older than traditional college students. Besides the change in terms of the age, it was also estimated that there is an increased ethnicity, in which Hispanics, Blacks, and Asian-Americans are also attending college in large numbers.

College students accounted for \$13.1 billion apparel purchases in 2013 (Brenzel, 2014) and, in today's market, the millennial generation (ages between 18-30) is considered as the first social media generation. Millennials are now experiencing and sharing more of their daily lives online than any generation before them. They are not only sharing, but also following celebrities and shop what they have recommended (Bradic, 2015). The current college student is actually very fashion conscious, from clothing, accessories, to their personal belongings that they use on a daily basis (Moorlock, 2018). They do care that their phone case is an expression of their personal style, and the choice is important when it comes to what brand and design they want for their sneakers, headphones, and notebooks. Therefore, due to a large number of the population and the purchasing power, collecting data from college students could be very valuable for this study.

Instrument

An online survey (Appendix B) was developed using Qualtrics, a software specifically designed to collect data through the internet. The survey included two major sections. The first section was used to collect demographic information from participants, including their age, gender, ethnicity, and current academic standings. Such information enabled the researcher to have control variables to separate samples into unique groups for data analysis. The second section was designed to explore participants' purchase behavior associated with fashion products and their perception of celebrity endorsements. In addition, the second section was used to measure how

celebrity endorsements influence the participants' view on product credibility, perceived product trustworthiness, product memory, and purchase intention. Using a 4-point Likert scale, participants were asked to indicate their agreement on the question statements with 1 being strongly disagree and 4 being strongly agree. Since survey questions were developed by the researcher, a pre-test was conducted to assess the validity of the measurement items.

Methods

A pretest was conducted prior to formal data collection with the purpose of confirming the validity of the developed measurement items in this study. A group of five individuals with varying backgrounds was recruited to participate in this pre-test. These individuals had similar characteristics to the targeted samples to ensure the similarity between the pretest and the formal data collection but were not included in the final data collection.

To better assess the content validity and face validity of the developed measurements, the researcher added several evaluation questions in the survey for pretest participants to answer. These evaluation questions were open-ended questions. Pre-test participants' comments served as a reference to improve the wording and the design of the survey.

After the pre-test was completed and the questionnaire was improved and finalized, the official survey was prepared and sent out. An e-mail (Appendix C) was sent to all students in a mid-sized Midwestern university through the university's Communication Center. The email included the URL address to the online survey. The researcher contact information as the principal investigator and the faculty supervisor information was posted in the e-mail as well. Participants were given a three-week window to complete the survey and follow-up emails were sent at the one-week mark and the two-week mark intervals. In total, an initial email and two reminder emails

were sent. It is suggested that a minimum sample size of 200 should be obtained so the data will be viewed suitable for analysis (Hair, Black, Babin, & Anderson, 2009).

The research objective of this study was to assess the influence of celebrity endorsements on a consumers' view of fashion products their intention to purchase. To be eligible to participate in this study, individuals were currently-enrolled college students and at least 18 years of age. To ensure the objectivity of the response, participants were informed that their participation in this survey was completely voluntary and any information they provided would be anonymous.

Data Analysis

The survey responses were entered into SPSS v.23.0 for Windows (SPSS, 2016) for analysis. Basic frequency tests were conducted to provide a profile of participants, including their age, gender, ethnicity, academic standing, etc. Surveys that were completed by students under 18 years old or not currently enrolled at the mid-sized Midwestern university at the undergraduate or graduate level were eliminated. The second step was a reliability test and the acceptable level was set at $\alpha > .70$. There are several statistical techniques that were adapted to test the proposed hypotheses in this study. These techniques include independent samples t-test, descriptive statistics, and analysis of variance (ANOVA).

An independent samples t-test's statistical significance indicates whether or not the difference between two groups' averages most likely reflects a "difference" in the population from which the groups were sampled. The assumptions behind the independent sample t-test include those regarding the scale of measurement, random sampling, normality of data distribution, adequacy of sample size and equality of variance in standard deviation.

The first assumption regarding the t-tests concerns the scale of measurement. Since the ordinal scale is the preferred scale to be used when conducting the t-tests, a 4-point Likert scale was used with 1 being “Strongly Agree” and 4 being “Strongly Disagree”. The second assumption of random sampling was achieved when the e-mail is sent to potential participants without any specific criteria for receiving the invitation and participating in the study. This ensured that the participation is voluntary and randomized. The third assumption is the data that, when plotted, results in a normal distribution, bell-shaped distribution curve. The initial statistical analysis results suggest that this assumption was achieved as well. The fourth assumption is an adequate sample size is attained. In order to meet this assumption, a minimum of 200 qualified samples should be collected.

The final assumption is homogeneity of variance. Homogeneous, or equal, variance exists when the standard deviations of samples are approximately equal. To test for homogeneity of variance, the Levene’s test was used and the result suggested that this assumption was met.

The independent samples t-test was applied to test hypothesis 5, and it is an appropriate test since the difference between males and females. The standard level of significance used to justify a claim of a statistically significant effect is $p \leq 0.05$. A significance level of $p \leq 0.05$ indicates a 5% risk of concluding that a difference exists when there is no actual difference (Hair et al., 2009). Therefore, the p-value for this study was set at $\leq .05$.

The analysis of variance (ANOVA) was used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups, which was conducted to test hypothesis 6 and 7. There are four assumptions achieved in hypothesis 6 and 7 as the following info: a) each group sample is drawn from a normally distributed population, b) all populations have a common variance, c) all samples are drawn independently of

each other, d) within each sample, the observations are sampled randomly and independently of each other. Hypothesis 6 proposes there is no difference between the age of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product. So, ANOVA used to test differences among the four age groups. Hypothesis 7 proposes that there is no difference between the ethnicity of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorsed the product. Therefore, ANOVA used to test differences among of the five ethnicity groups. The rest of the proposed hypotheses were assessed with descriptive statistics.

Summary

The research objective of this study is to assess the influence of celebrity endorsements on a consumers' view of the company/product brand image and their intention to purchase the product. College students are chosen to participate in this study due to their significant purchasing power in today's market. Because of the increase in student population and the increase of student racial diversity, collecting data from these college students could lead to understanding how celebrity endorsements do or do not affect consumer purchasing habits. A pre-test will be conducted prior to formal data collection with the purpose of confirming the validity of the developed measurement items in this study. Once the pre-test has been run and feedback has been incorporated, an e-mail will be sent to participating students in the mid-sized Midwestern university which will include the URL link to the online survey (Qualtrics). The participants, who must be currently enrolled college students and over the age of 18, will have three weeks to complete the attached Qualtrics survey, with follow-up emails being sent after the first and second weeks. In total, an initial email and two reminder emails will be sent. Three statistical techniques will be used to test the proposed

hypotheses in this study. They are including independent samples t-test, descriptive statistics, and analysis of variance (ANOVA).

CHAPTER 4

RESULTS

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and their intention to purchase. Results of the study are presented and described in this chapter.

Participants

A total of 182 survey responses were recorded from students of a mid-sized Midwestern university. After sifting through the data and eliminating blank responses and individuals who incorrectly answered the attention check, the total valid sample size remaining to analyze was 140 (n=140).

All the participants were above age 18, which was a requirement to participate in this study. The participants were between the ages of 18-20 years old (50.7%), 21-23 years old (26.4%), followed by 24-26 years old (7.9%), and the age of 27+ years old (15.0%). In addition, the ethnicities of this study were White (82.1%), Black or African American (9.3%), Asian (3.6%), Hispanic (3.6 %), and Other (1.4%). The age and ethnic distribution of the participants are shown in Table 1 and Table 2, respectively.

Table 1 – Age Distribution

Age	Frequency	Percent	Cumulative Percent
18-20	71	50.7	50.7
21-23	37	26.4	77.1
24-26	11	7.9	85.0
27 and above	21	15.0	100.0
Total	140	100.0	

Table 2 – Ethnicity Distribution

Ethnicity	Frequency	Percent	Cumulative Percent
White	115	82.1	82.1
Black or African American	13	9.3	91.4
Asian	5	3.6	95.0
Hispanic	5	3.6	98.6
Other	2	1.4	100.0
Total	140	100.0	

Reliability and Factor Analysis

Reliability is the overall consistency of the measurement, which reflects how repeatable the findings could be that may yield the same result. In order to test the reliability, Cronbach's alpha was assessed. It is recommended that the alpha value should be at least .70 or above for the measurement to be deemed reliable (Hair et. al., 2010). However, since the purpose of this study is of exploratory in nature and the researcher developed the measurement items to test the proposed hypotheses, a lower reliable could be expected.

The overall reliability of the measurement based on Cronbach's alpha was .57. As stated before, the researcher developed the measurement items for this study, after consultation with the advisor, the researcher decided to continue the statistical analysis and make a note about the potential limitation.

A series of factor analyses were conducted to determine which measurement items would be loaded together and reveal the underlying structure among the incorporated items. Overall, thirty-five items were used to measure two constructs, namely the internal effects with 20 items and the external effects with 15 items. These measurement items were developed with a four-point Likert scale, with 1 being strongly disagree and 4 being strongly agree. During this extraction process, the factor loading of each item should be at least .70 or above to remain in the analysis (Hair et al., 2010). Meanwhile, Bartlett's test of sphericity should be statistically significant ($p < .05$) and the Kaiser-Meyer-Olkin (KMO) measuring sampling adequacy should be .80 or above (Hair et al., 2010). The results from this study suggested that the data was appropriate for factor analysis since it met the above-mentioned criteria (Bartlett's test of sphericity = .00 and KMO = .88).

After a series of factor analyses were performed, three items were removed ('When a celebrity endorses a fashion product, it will enhance my memory of this product in the future', 'Even if a fashion product is from a brand I am familiar with, I may not remember this product if it is not endorsed by a celebrity', and 'Even if a fashion product is from a brand I am not familiar with, I will remember this product if it is endorsed by a celebrity') due to low factor loadings or cross-loadings to different factors at the same time. A total of five factors were extracted with the rest of the measurement items loaded to different factors, three factors measured internal effects and two factors measured external effects. They were named based on the conceptual meaning of each factor: general celebrity endorsements and interests, celebrity behavior, product memory,

social approval, and other opinions. The researcher used the principal components methods to extract factors with VARIMAX rotation. The results were also compared to the principal axis factoring methods with the oblimin rotation. Both rotations yield similar results in terms of the number of factors extracted from the data and the measurement items loaded to each factor. The researcher decided to use the results from the VARIMAX rotation since it allowed the researcher to maximize the sum of the variance of required loadings of the extracted factors (Hair et. al., 2010).

After the five factors were extracted, a reliability test was conducted to examine each factor respectively by assessing their Cronbach's alpha. **F1** (general celebrity endorsements and interests) was composed of six items that measured the consumers' desirability of and interest in celebrity endorsed products. The reliability analysis produced a Cronbach's Alpha of .57. **F2** (Product Memory) was composed of four items that measured the consumers' memory of celebrity endorsed products. The reliability analysis produced a Cronbach's Alpha of .75. **F3** (celebrity behavior) was composed of four items that measured the consumers' perception of the celebrity endorsed product based on celebrity behavior. The reliability analysis produced a Cronbach's Alpha of .87. **F4** (social approval) was composed of 10 items that measured the use of celebrity endorsed product for social approval. The reliability analysis produced a Cronbach's Alpha of .92. **F5** (other opinions) was composed of five items that measured the consumers' perception of celebrity-endorsed products affected by others' opinion. The reliability analysis produced a Cronbach's Alpha of .90. The results of factor analysis are listed in the following tables 3 and 4.

Table 3 – Factor Analysis Result of Internal Effects on Consumer Perception of celebrity-endorsed products

Survey Questions	Factor 1 (General Celebrity Endorsements and Interests)	Factor 2 (Product Memory)	Factor 3 (Celebrity Behavior)	Variance Explained	Cumulative Variance Explained
Q8 I usually don't pay attention to celebrity endorsements to assess fashion products' desirability. (Reversed coding)	0.805			37.79%	37.79%
Q4 My perception of the desirability of a fashion product is influenced by a celebrity endorsing the product.	0.769				
Q20 I usually don't pay attention to celebrity endorsements (Reversed coding)	0.765				
Q5 Even though a fashion product is from a brand I am not familiar with, I will develop an interest in the product if it is endorsed by a celebrity	0.713				
Q6 Even though a fashion product is from a brand I am very familiar with, I will develop more interest in the product if it is endorsed by a celebrity.	0.683				
Q7 My sense of a fashion product's desirability is based on my actual usage rather than celebrity endorsement (Reversed coding)	0.675			17.10%	54.89%
Q18 When a celebrity endorses a fashion product, I can remember both the celebrity and the product.		0.870			
Q17 When a celebrity endorses a fashion product, I can remember the product		0.860			
Q16 When a celebrity endorses a fashion product, I can remember the celebrity.		0.773			
Q19 Even when a celebrity endorses a fashion product, I won't remember either the celebrity or the product (Reversed coding)		0.695		9.98%	64.87%
Q10 When a celebrity conducts any negative behaviors in public, it will have a negative impact on the fashion product that they have endorsed.			0.858		
Q9 I believe that a celebrity's behavior has a direct relationship on the fashion product that they endorse.			0.762		
Q11 I believe that when a celebrity conducts a positive behavior in public, it will have a positive impact on the fashion product that they have endorsed			0.722		
Q12 I would not buy a product endorsed by a celebrity who has demonstrated negative behavior			0.649		

Table 4 – Factor Analysis Results of External Effects on Consumer Perception of celebrity-endorsed products

Survey Questions	Factor 4 (Social Approval)	Factor 5 (Other Opinions)	Variance Explained	Cumulative Variance Explained
Q29 I feel more comfortable buying a fashion product when it's endorsed by a celebrity	0.858		40.40%	40.40%
Q34 I am more willing to try a new fashion product when it is endorsed by a celebrity.	0.809			
Q33 When I buy a fashion product endorsed by a celebrity, I think the product is easier to understand and use than products not endorsed by a celebrity.	0.808			
Q23 If I buy a fashion product endorsed by a celebrity, I will be more accepted by my peers.	0.786			
Q32 When I buy a fashion product endorsed by a celebrity, I am more certain it fits into my lifestyle than products not endorsed by a celebrity.	0.760			
Q35 Fashion products endorsed by a celebrity can catch my attention more than other products displayed in a retail store.	0.740			
Q31 When I buy a fashion product endorsed by a celebrity, I think the product has more advantages than a product not endorsed by a celebrity	0.740			
Q24 Celebrities who endorse fashion products are viewed as a role model for me.	0.715			
Q21 I would buy a fashion product endorsed by a celebrity because that makes me feel superior among my peers	0.706			
Q22 If I use a fashion product endorsed by a celebrity, people around me would probably think I have a better taste.	0.672			
Q26 I don't need to talk to others before I buy a fashion product		0.877	23.14%	63.54%
Q27 I rarely ask other people what fashionable clothing to buy		0.876		
Q25 When I consider buying a fashion product, I ask other people for advice (Reverse coding)		0.844		
Q28 I like to get others' opinions before I buy a fashion product (Reversed coding)		0.841		
Q30 When choosing a fashion product, other people's opinions are not important to me		0.796		

Analysis of Hypothesis Test

To test the hypotheses proposed in this thesis, a series of statistical analyses were conducted. Hypotheses 1 through 12, except Hypotheses 5, 6, and 7, utilized descriptive statistics. Descriptive statistics were used to test whether or not a majority of respondents agree or disagree with a particular statement. The results for these analyses are displayed in Tables. Using a 4-point Likert scale without a category tagged as "uncertain" and "neutral" allowed participants to indicate their true perception without ambiguity. Participants would need to take a position to either agree or disagree. The arbitrary central point is 2.50 because it is the middle point of the 4-point Likert scale. Therefore, the average score below 2.50 would be viewed as disagree, and the average score above 2.50 would be viewed as agree. Table 5, shown below, shows the averages of the different factors.

Table 5. Descriptive Statistics for Factors Regarding Celebrity Endorsed Products

Dependent Variables	Min	Max	Mean	S.D.
Factor 1 (General Celebrity Endorsements and Interests) Average	1.00	3.33	2.21	0.45
Factor 2 (Product Memory) Average	1.00	4.00	2.66	0.62
Factor 3 (Celebrity Behavior) Average	1.00	3.75	2.56	0.64
Factor 4 (Social Approval) Average	1.00	4.00	1.87	0.60
Factor 5 (Other Opinions) Average	1.00	4.00	2.63	0.78

Hypothesis 1 states that: *Consumers believe that their view of a fashion product's desirability will not be impacted if a celebrity endorses the product.* The average score for Factor 1 (general celebrity endorsements and interests) is 2.21 (S.D. = .45) which falls below the arbitrary central point of 2.50. Overall, the participants indicated that their desirability of a product is not linked to any celebrity endorsement. Results from the descriptive statistics support this hypothesis.

Hypothesis 2 states that: *Consumers believe that the behavior of a celebrity endorsing a fashion product will not influence their view of the product.* The average score for Factor 2 (product memory) is 2.66 which is above the arbitrary central point of 2.50. Generally, participants

indicated that their ability to remember a fashion product will be improved when a celebrity endorses the product.

Hypothesis 3 states that: *Consumers believe that their ability to remember a fashion product will not be improved when a celebrity endorses the product.* The average score for Factor 3 (celebrity behavior) is 2.56 which is slightly above the arbitrary central point of 2.50. Overall, the participants indicated that celebrities' behavior would influence their view of the product endorsed by those celebrities. Therefore, this hypothesis is not supported. Therefore, hypothesis 3 is not supported.

Hypothesis 4 states that: *Consumers believe that their intentions to purchase a fashion product in order to fit in with social groups is not more likely to occur when a celebrity endorses the product.* The average score for Factor 4 (social approval) is 1.87 which is lower than the arbitrary central point of 2.50. Overall, the participants indicated that they would not purchase a fashion product in order to fit in with social groups even when a celebrity endorses the product. As a result, the hypothesis is supported.

Hypothesis 5 states that: *There is no difference between gender of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product.* An independent samples T-test was performed to assess this hypothesis based on gender. The average score for the other opinions factor was 1.77 for men versus 1.90 for women. This difference in factor average was not statistically significant ($t=-1.03$, $p=.313$). The results support this hypothesis that men and women are no different in their belief that celebrity endorsements do not impact their intent to purchase a product.

Hypothesis 6 states that: *There is no difference between the age of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a*

celebrity endorses the product. An analysis of variance (ANOVA) was conducted to test this hypothesis. The results show that there are significant differences among different age groups in terms of their belief regarding their purchase decision on fashion products endorsed by celebrities ($F(3, 136) = 3.86, p = .011 < .05$). The 18-20 ($n=71$) has a mean score of 1.92, while 21-23 ($n=37$) has a mean score of 2.03, 24-26 ($n=11$) has a mean score of 1.57, and 27 and above ($n=21$) has a mean score of 1.58. The Tukey post hoc tests results suggest that the 21-23 group is very different from 27 and above group 95% CI [.04, .87], which was statistically significant ($p=.025$), but no other group differences were statistically significant. Hence, the hypothesis was not supported that people in different age groups have different beliefs on how celebrity endorsement would affect their intention to purchase the fashion product.

Hypothesis 7 states that: *There is no difference between the ethnicity of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorsed the product.* An analysis of variance (ANOVA) was conducted to test this hypothesis. The results show that there are no significant differences among different ethnicity groups in terms of their beliefs regarding their purchase decision on fashion products endorsed by celebrities ($F(4, 135) = .79, p = .536 > .05$). The White participants ($n=115$) has a mean score of 1.85, Black ($n=13$) has a mean score of 2.01, Asian ($n=5$) has a mean score of 2.0, Hispanic ($n=5$) has a mean score of 1.74, and Other participants ($n=2$) has a mean score of 2.45. The Tukey post hoc tests results indicate that there were no statistically significant differences. Therefore, the results support this hypothesis that people in different ethnic groups do not have different beliefs on how celebrity endorsement would affect their intention to purchase the fashion product.

Hypotheses 8 through 12 were tested with descriptive statistics as well. With the use of the 4-point Likert scale, the researcher set up the arbitrary central point at 2.5 as the reference

benchmark. Hypothesis 8 states that: *Consumers believe that there is more relative advantage to purchasing a fashion product when a celebrity endorses the product over products not endorsed.* Results from descriptive statistics support this hypothesis. The average score for the relative advantage scale is 1.86 which falls below the arbitrary central point of 2.50. Overall, the results indicated that consumers believed there would be no change to their perception of the product having more advantage because it was endorsed. The results are listed in Table 6 below.

Table 6. Descriptive Statistics for Hypotheses 8 through 12

Dependent Variables	Min	Max	Mean	S.D.
Relative Advantage (H8)	1.00	4.00	1.86	0.79
Lifestyle Fit (H9)	1.00	4.00	1.68	0.74
Product Understandability (H10)	1.00	4.00	1.69	0.73
Willingness to Try (H11)	1.00	4.00	2.12	0.82
Celebrity Observation (H12)	1.00	4.00	2.39	0.98

Hypothesis 9 states that: *Consumers believe that a fashion product is more likely to be seen as compatible and fit into their lifestyle when a celebrity endorses the product over products not endorsed.* The average score for the compatibility scale is 1.68 which falls below the predicted average of 2.50. Overall, the results indicated consumers believed there would be no change to their perception of fitting into their lifestyle through adopting a fashion product because it was endorsed by a celebrity.

Hypothesis 10 states that: *Consumers believe that a fashion product is more likely to be seen as less complex for consumers to use and understand when a celebrity endorses the product over products not endorsed.* The average score for the complexity scale is 1.69 which falls below the arbitrary central point of 2.50. Overall, the participants indicated that a celebrity endorsed fashion product does not change their perception of product complexity.

Hypothesis 11 states that: *Consumers believe that they are more likely to want to try a fashion product when a celebrity endorses the product over products not endorsed.* The average

score for the endorsement scale is 2.12 which falls below the predicted average of 2.50. Overall, the participants indicated that they were not persuaded to try the product simply because it was endorsed by a celebrity.

Hypothesis 12 states that: *Consumers believe that they are more likely to want a fashion product when observing a celebrity endorsing a fashion product over products not endorsed.* The average score for the desirability scale is 2.39 which falls below the predicted average of 2.50. Overall, the participants indicated that they were not more likely to want a fashion product when the celebrity they observed has endorsed that fashion product.

Summary

Overall, conclusions were drawn from the research questions and hypotheses. Participants indicated that their desirability of a product is not linked to any celebrity endorsement. However, celebrities' behavior would influence their view of the product endorsed by those celebrities. Participants also indicated that their ability to remember a fashion product would be improved when a celebrity endorses the product, and they would not purchase an endorsed fashion product for the purpose of fitting into social groups. In addition, men and women were no different in their belief that celebrity endorsements would not impact their intent to purchase a product.

The results suggest that people in different age groups do have different beliefs on how celebrity endorsements would affect their intention to purchase a fashion product. Results indicated that the 21-23 age group is significantly different from the age of 27 and above group. The age 21-23 group were more likely to shop fashion products endorsed by a celebrity when compared with the age of 27 and above participants. In terms of the potential difference based on

ethnicity, people in different ethnic groups were not significantly different in their beliefs on how celebrity endorsements affected their intention to purchase the fashion product.

The results indicated that consumers believed there would be no change to their perception of a fashion product having more advantage because it was endorsed by a celebrity. Consumers also believed there would be no change to their perception of fitting into their lifestyle because it was endorsed. They also noted a celebrity endorsed fashion product does not change their perception of product complexity, and were not persuaded to try the product simply because it was endorsed by a celebrity. Lastly, they were not more likely to want a fashion product when it was endorsed by the celebrity they are observing.

CHAPTER 5

DISCUSSION

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and their intention to purchase. A discussion of the results in relation to the research questions will be presented in this chapter.

Previous academic literature suggests that the ability of celebrity endorsements to affect consumer behavior has been confirmed. Ahmed, Seedani, Ahuja, and Paryani (2015) investigated the impact of celebrity endorsement on buying behavior of 200 university students. They found a significant impact of celebrity endorsements on customer buying behavior. The results of their study concluded that celebrities endorsed advertisements are more attractive, or more effective at generating consumer attention, than the non-endorsed advertisements and the tested attributes of celebrities show a positive relationship with the buying behavior and brand perception as well.

Physical attractiveness, credibility, and congruence of the celebrity have also been identified as having an impact on customers' perceptions about the endorsement product (McCracken, 1989). Nevertheless, there are some variables that would affect the outcomes of celebrity endorsements, such as a celebrity's personal behavior, demographics of the consumers, and social approval, which have not been extensively examined.

The sample of this study included college students who were above the age of 18 and enrolled in a mid-sized Midwestern university (n=140). Approximately 50.7% of the participants were 18-20 years old. The ethnicity included 82.1% who were White, 9.3% were Black/African American, 3.6% were Asian, 3.6% were Hispanic, and 1.4% were Other. Similar to the university student enrollment, the majority of the students (78.4%) were of the White population.

The rest of the chapter is divided based on the proposed research questions and corresponding hypotheses.

RQ#1: Do celebrity endorsements influence consumers' attitudes toward their view of a fashion product or their desire for the product?

Hypothesis 1 – Consumers believe that their view of a fashion product's desirability will not be impacted if a celebrity endorses the product.

Some research has shown that the use of celebrity endorsements in marketing can enhance the desirability of a product to the customer (e.g., Bragg, Miller, Elizee, Dighe and Elbel., 2016). Similarly, Adam and Hussain (2017) stated that celebrity endorsement is a very useful marketing tool because it has the power to draw attention and add a touch of “desirability” to their endorsed product. A product’s intrinsic and extrinsic elements are both important to consumers. Products’ intrinsic elements include packaging and design. A product’s extrinsic elements usually relate to intangible product attributes, such as price, brand name, and endorsements. Van Herk and Torelli (2017) stated that when a celebrity endorsement is used, the goal is to improve extrinsic appeal. Celebrities not only bring their name to products but also their expertise, trustworthiness and perceived social value. Consumers may infer the product possesses characteristics similar to the celebrity (Wang, Kao, & Ngamsiriudom, 2017).

Van Herk and Torelli (2017) hypothesized that consumers believe their view of a fashion product's desirability will not be impacted if a celebrity endorses the product. After reviewing the results, participants indicated that desirability of a fashion product is not linked to a celebrity endorsement. Participants believed that their view of a fashion product or their desire for the product is not impacted when a celebrity endorses the product, which is unlike Adam and Hussain (2017), who stated that celebrities make fashion products (cosmetics and ladies' apparel) more alluring and desirable because people want to follow their lead and try out those products.

RQ#2: Do consumers of diverse demographics such as age, gender and ethnicity view celebrity endorsement of fashion products differently?

Hypothesis 5 – There is no difference between gender of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product

Studies show that younger people believe celebrities affect their thinking more than any other experts such as scientists or academics (e.g., O'Regan, 2014, Wolin & Korgaonkar, 2003). Celebrities can motivate young people to seek new information and take action. People of different ages, ethnicities, and gender are affected by celebrity endorsements to different degrees (O'Regan, 2014). Soni (2016) stated that gender differences should be considered as another factor to assess the differences in the consumer's attitude. They found that women tend to be easier to be persuaded than men, which give companies an opportunity to use celebrity endorsements as a tool to reach out to female markets better (Wolin & Korgaonkar, 2003).

This study proposed that there is no difference between the gender of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product. The results found that men and women are no different in their belief that celebrity endorsements impact their intent to purchase a product. This result is different than other research, which found that men and women were impacted differently by celebrity endorsements (e.g., O'Regan, 2014). The findings suggest that investing in celebrity endorsements for both males and females have the potential to be effective in generating sales.

Hypothesis 6 – There is no difference between the age of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product

This study proposed that there is no difference between the age of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorses the product. However, the results show that there were significant differences among some age groups in terms of their belief regarding their purchase decision on fashion products endorsed by celebrities. Specifically, the 21-23 age group was significantly different from the 27 and above age group. This aligns with the past studies by a Global Trust in Advertising-Nielsen Report (2012) that found celebrity endorsements affect younger respondents more than older respondents. In their study, they broke down the level of trust in advertising formats by different generations and found that celebrity endorsements resonated with the younger audiences more. They cited them taking an active role in developing their identities and appearance based on celebrities as the main reason for this and suggested they are more susceptible to celebrity brand endorsements than other groups.

Hypothesis 7 – There is no difference between the ethnicity of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorsed the product

This study hypothesized that there is no difference between the ethnicity of consumers related to their belief that their intention to purchase a fashion product is more likely to occur when a celebrity endorsed the product. The results show that there are no significant differences among different ethnic groups in terms of their belief regarding their purchase decision on fashion products endorsed by celebrities.

Similarly, Huston, D'Ouville and Willis (2013) studied the influence of race and gender on respondent's abilities to correctly identify celebrities and the products they endorse. Their survey mainly focused on White and Black populations in two universities. The researcher showed participants twenty-four celebrities and asked them to match the celebrity and a product he or she endorsed. The result showed ten percent of the respondents correctly associated the endorsers with their endorsed product. Also, these data show race and gender are almost always inconsequential in terms of predicting the ability of respondents to recall the association between product and endorser.

Interestingly, Alekar (2014) focused on statistical findings of 278 collected questionnaires and found that consumers have an innate preference for celebrities of the same racial profile, which indicates that race plays a role when selecting a celebrity for a specific target market.

RQ#3: Do consumers believe that a celebrity’s behavior (positive or negative) outside of the endorsement of a fashion product impacts or changes their view of the fashion product?

Hypothesis 2 - Consumers believe that the behavior of a celebrity endorsing a fashion product will not influence their view of the product

Like the rest of us, celebrities make mistakes. Unlike the rest of us, sometimes celebrities, because they are in the public eye and more visible than the average person, will be held more accountable for those mistakes. Consequently, if a celebrity is in the position of a “brand ambassador”, their bad behavior would become an especially bigger problem for the future of their brand endorsement and reputation. For instance, Schlossberg (2016) indicated that Olympic swimmer, Ryan Lochte lost about \$1 million in endorsements because of his false claim that he had been pulled over and robbed by armed robbers with police badges while in Brazil, for the 2016 Summer Olympics. Additionally, Tiger Woods’ marital affair eventually led to a divorce, public distrust, and loss of his endorsement contracts with Tag Heuer, Gillette, Accenture, Gatorade and other firms (Callahan, 2013).

In this study, it was proposed that consumers believe that the behavior of a celebrity endorsing a fashion product will not influence their view of the product. However, participants indicated that celebrities' behavior would influence their view of the product. This result can be interpreted that a fashion product endorsed by a celebrity whose bad behaviors is known by the public would be harder to be accepted by consumers. This result gives companies an important warning that a celebrity's behavior could influence consumers attitude toward fashion products. Here, interestingly, the results indicated that although participants believe their desirability of a product is not linked to any celebrity endorsement if a celebrity has bad behavior, it would catch

their attention and impact their view of the fashion product. People might not make a purchase decision based on celebrity endorsement, but they do notice products endorsed by a celebrity who has conducted bad behaviors known by the general public.

RQ#4: Do consumers believe that they are better in recalling a fashion product when a celebrity has endorsed it?

Hypothesis 3 – Consumers believe that their ability to remember a fashion product will not be improved when a celebrity endorses the product.

It is common to see companies hire celebrities to endorse their product to boost attentiveness, add desirability to the product, and make the product more memorable and credible to consumers (Spielman, 1981). A powerful celebrity endorsement can determine if a brand is memorable or forgettable in the eyes of consumers (Stibel, 2017).

This study hypothesized that consumers believe that their ability to remember a fashion product will be improved when a celebrity endorses the product. A brand's recall is how well consumers can remember a product and a brand. Participants indicated that they believed that their memory was improved when a celebrity endorsed a fashion product. The result is similar to Cumella (2017) who suggests celebrity endorsements can help brands to get more recall, positive sentiment, and hopefully sales.

RQ#5: Do consumers believe that adopting a fashion product that a celebrity endorses can provide them with a greater chance for social approval than a fashion product that has not been endorsed?

Hypothesis 4 – Consumers believe that their intentions to purchase a fashion product in order to fit in with social groups is not more likely to occur when a celebrity endorses the product

This study hypothesized that consumers believe that their intentions to purchase a fashion product in order to fit in with social groups is not more likely to occur when a celebrity endorses the product. The results indicate that participants believe that they do not use celebrity endorsed products for social approval. They do not feel a celebrity endorsed product can make them become more accepted by others, viewed as superior in the peer group, or even be viewed as having better taste. McGowan (2012) interviewed eleven young adults between the ages of 18-24 and suggested that the interplay of seeing advertisements by celebrities helps consumers form a personal identity that matches who they want to be. In this case, he does not mention specifically the purchasing of products, but rather the interaction those consumers take in developing their identity based upon celebrities. His findings seem to suggest that the individuals he interviewed would have used celebrity endorsed products for social approval since they are modeling their own identity after them, but no clear answer to this was found. Unlike McGowan's study, however, the results of this study indicate the participants do not use celebrity endorsements products for social approval.

RQ#6: Do consumers believe they are more likely to purchase a fashion product that has been endorsed by a celebrity than a product that has not been endorsed?

Hypothesis 8 – Consumers believe that there is a more relative advantage to purchasing a fashion product when a celebrity endorses the product over products not endorsed

Hypothesis 9 – Consumers believe that a fashion product is more likely to be seen as compatible and fit into their lifestyle when a celebrity endorses the product over products not endorsed

Hypothesis 10 – Consumers believe that a fashion product is more likely to be seen as less complex for consumers to use and understand when a celebrity endorses the product over products not endorsed

Hypothesis 11 – Consumers believe that they are more likely to want to try a fashion product when a celebrity endorses the product over products not endorsed

Hypothesis 12 – Consumers believe that they are more likely to want a fashion product when observing a celebrity endorsing a fashion product over products not endorsed

Overall, all the hypotheses are not supported. Participants do not make a purchase decision based on the product with or without a celebrity endorsement. Participants indicate that: 1) they believe that there was no difference in relative advantage when a fashion product is endorsed by a celebrity ; 2) They also believed there would be no change to their perception of them fitting into their lifestyle because it was endorsed.; 3) They noted a celebrity endorsed fashion product does not change their perception of product complexity.; 4) They were not persuaded to try the product simply because it was endorsed by a celebrity.; and 5) they were not more likely to want a fashion product when it was endorsed by the celebrity they observed. These results are contrary to Adam

and Hussain (2017), who stated that celebrities make fashion products (cosmetics and ladies' apparel) more alluring and desirable because people want to follow their lead and try out those products.

Summary

In conclusion, participants do not believe their desirability of products would be impacted by celebrities. Also, there were no differences related to age, gender, and ethnicity in their belief that celebrity endorsements impact their intention to purchase a fashion product. Interestingly, however, participants believe their desirability of a product is not linked to any celebrity endorsement, but if a celebrity has bad behavior, this would catch their attention and impact their view of the fashion product. In addition, celebrity endorsements will not help increase people's memories of products and help brands to get more recall. Participants believe that they do not use celebrity endorsed products for social approval.

CHAPTER 6

CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH

The purpose of this study was to assess the influence of celebrity endorsements on consumers' view of fashion products and their intention to purchase. The conclusion of the study, limitations, and recommendations for future research are presented in this chapter.

Conclusions

Participants indicated that their desirability of a product is not linked to celebrity endorsements. However, they did indicate that celebrities' behavior would influence their view of the product endorsed by those celebrities. Participants indicated their ability to remember a fashion product would be improved when a celebrity endorses the product, but they would not purchase an endorsed fashion product for the purpose of fitting into social groups. In addition, men and women were no different in their belief that celebrity endorsements would not impact their intent to purchase a product.

Results indicated that the 21-23 age group was significantly different from the age of 27 and above group. The age 21-23 group were more likely to shop fashion products endorsed by a celebrity when compared with the age of 27 and above participants. Regarding ethnicity, people generally in different ethnic groups were not significantly different in their beliefs on how celebrity endorsements affected their intention to purchase the fashion product.

Consumers believed there would be no change to their perception of the product having more advantage because it was endorsed by a celebrity. Consumers also believed there would be no change to their perception of them fitting into their lifestyle because it was endorsed. They also noted a celebrity endorsed fashion product does not change their perception of product complexity. They were not persuaded to try the product simply because it was endorsed by a celebrity. Lastly, they were not more likely to want a fashion product when it was endorsed by the celebrity they are observing.

Limitations of the Study

There were some limitations in this study that need to be considered. The sample audience of college students attending a Midwest university cannot accurately represent the U.S. population. Participants were mostly Caucasian and all the participants volunteered to participate. Results may be different if the study was conducted in a more diverse geographic location or were randomly selected.

Another limitation could be related to biased feedback because the survey was asking questions about what participants believed they would do, rather than actual observed behavior. Even though participants claim that celebrity endorsements do not influence their purchase intention, they did believe that the celebrity's negative behavior would impact their view of the product, indicating a bias of belief over actual truth. Therefore, participants' opinions may be impacted by celebrity endorsements on certain level subconsciously.

Recommendations for Further Research

There are other questions that may benefit from additional research to find the answers to. This study asked participants what they believed their behavior would be when reacting to a celebrity endorsement of a fashion product. Research that compares consumers' stated beliefs to their actual behavior would provide valuable information to marketers. For example, have participants answer a survey and then are given a gift card to purchase products to test their purchase behavior related to their stated perceptions. With this kind of information, they could find the actual behavioral truths, rather than perceptions, that could ultimately lead to more effective, or higher revenue-generating, celebrity endorsement campaigns that focus on the correct customer behaviors.

Also, focusing on adolescents, which could portray differences in the importance of social approval compared to the current study as adolescents may have different shopping behavior. The future study could focus on adolescents' shopping behavior and compare with other age brackets. In other words, who would actively admit that they are buying products to win friends and influence? As mentioned later in the discussion section, further studies that show the validity between the questionnaire respondents' answers and their actual behavior would provide valuable insight into this research question. As such, when prompting in a questionnaire, the participants answered in a way that avoided this negative connotation.

This study asked the participant directly their behaviors when they interact with fashion products. It did not investigate what differences there may be when considering various venues of shopping. How do consumer's perceptions of how they would buy coordinate with their actual buying behavior on the web? With advertising and marketing tools available now for online platforms, such as Facebook Ads, which can monitor and track web history to target consumers

with relevant advertisements, there is a plethora of information available to Facebook Ad Managers to use and analyze to optimize advertisement campaigns. Facebook Ad Managers, for example, track numbers of views on a website, number of clicks, money spent per visit, and the overall conversion of views to clicks to buys to profit. Research that shows the similarities and differences between the consumer's responses to their perceptions of how they will behave and their actual tracked online behavior by services like Facebook would be extremely valuable to marketers. With this information, they can better test advertisement campaigns to optimize for ad spending and profit and potentially even use survey questionnaires to build initial advertising targeting profiles.

Finally, further studies that are more diverse in ethnicity and age would be more desirable so we can better understand how different age groups are affected by celebrity endorsements. With every age group being exposed to advertising, knowing how certain age groups respond to celebrity endorsements would help advertisers better cater their collaborations and messaging for sale successes.

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APPENDIX A

INSTITUTIONAL REVIEW BOARD MATERIALS

A-1 CITI CERTIFICATE OF COMPLETION

A-2 IRB Approval Letter

A-1 CITI Certificate of Completion

COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE (CITI PROGRAM)

COMPLETION REPORT - PART 1 OF 2 COURSEWORK REQUIREMENTS*

* NOTE: Scores on this Requirements Report reflect quiz completions at the time all requirements for the course were met. See list below for details. See separate Transcript Report for more recent quiz scores, including those on optional (supplemental) course elements.

• **Name:** CHIH-YU CHEN (ID: 6074169)
 • **Email:** patty092424@gmail.com
 • **Institution Affiliation:** Ball State University (ID: 1568)
 • **Institution Unit:** Fashion merchandising
 • **Phone:** 7657496900

• **Curriculum Group:** Social & Behavioral Research - Basic/Refresher
 • **Course Learner Group:** Same as Curriculum Group
 • **Stage:** Stage 1 - Basic Course
 • **Description:** Choose this group to satisfy CITI training requirements for Investigators and staff involved primarily in Social/Behavioral Research with human subjects.

• **Report ID:** 22000708
 • **Completion Date:** 19-Jan-2017
 • **Expiration Date:** 19-Jan-2020
 • **Minimum Passing:** 80
 • **Reported Score*:** 88

REQUIRED AND ELECTIVE MODULES ONLY	DATE COMPLETED	SCORE
Belmont Report and CITI Course Introduction (ID: 1127)	19-Jan-2017	3/3 (100%)
Students in Research (ID: 1321)	19-Jan-2017	3/5 (60%)
History and Ethical Principles - SBE (ID: 490)	19-Jan-2017	5/5 (100%)
Defining Research with Human Subjects - SBE (ID: 491)	19-Jan-2017	5/5 (100%)
The Federal Regulations - SBE (ID: 502)	19-Jan-2017	5/5 (100%)
Assessing Risk - SBE (ID: 503)	19-Jan-2017	2/5 (40%)
Informed Consent - SBE (ID: 504)	19-Jan-2017	5/5 (100%)
Privacy and Confidentiality - SBE (ID: 505)	19-Jan-2017	5/5 (100%)
Research with Prisoners - SBE (ID: 506)	19-Jan-2017	4/5 (80%)
Research with Children - SBE (ID: 507)	19-Jan-2017	4/5 (80%)
Research in Public Elementary and Secondary Schools - SBE (ID: 508)	19-Jan-2017	4/5 (80%)
International Research - SBE (ID: 509)	19-Jan-2017	5/5 (100%)
Internet-Based Research - SBE (ID: 510)	19-Jan-2017	5/5 (100%)
Research and HIPAA Privacy Protections (ID: 14)	19-Jan-2017	4/5 (80%)
Vulnerable Subjects - Research Involving Workers/Employees (ID: 483)	19-Jan-2017	4/4 (100%)
Conflicts of Interest in Research Involving Human Subjects (ID: 488)	19-Jan-2017	4/5 (80%)
Unanticipated Problems and Reporting Requirements in Social and Behavioral Research (ID: 14928)	19-Jan-2017	5/5 (100%)
Ball State University (ID: 13475)	19-Jan-2017	No Quiz

For this Report to be valid, the learner identified above must have had a valid affiliation with the CITI Program subscribing institution identified above or have been a paid Independent Learner.

Verify at: www.citiprogram.org/verify/?kcb855962-dcdd-4c58-ab5a-7fcb0e7070bd-22000708

CITI Program

Email: support@citiprogram.org
 Phone: 888-529-5929
 Web: <https://www.citiprogram.org>

COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE (CITI PROGRAM)

COMPLETION REPORT - PART 2 OF 2 COURSEWORK TRANSCRIPT**

** NOTE: Scores on this [Transcript Report](#) reflect the most current quiz completions, including quizzes on optional (supplemental) elements of the course. See list below for details. See separate Requirements Report for the reported scores at the time all requirements for the course were met.

• **Name:** CHIH-YU CHEN (ID: 6074169)
• **Email:** patty092424@gmail.com
• **Institution Affiliation:** Ball State University (ID: 1568)
• **Institution Unit:** Fashion merchandising
• **Phone:** 7657496900

• **Curriculum Group:** Social & Behavioral Research - Basic/Refresher
• **Course Learner Group:** Same as Curriculum Group
• **Stage:** Stage 1 - Basic Course
• **Description:** Choose this group to satisfy CITI training requirements for Investigators and staff involved primarily in Social/Behavioral Research with human subjects.

• **Report ID:** 22000708
• **Report Date:** 19-Jan-2017
• **Current Score**:** 88

REQUIRED, ELECTIVE, AND SUPPLEMENTAL MODULES	MOST RECENT	SCORE
Students in Research (ID: 1321)	19-Jan-2017	3/5 (60%)
Ball State University (ID: 13475)	19-Jan-2017	No Quiz
History and Ethical Principles - SBE (ID: 490)	19-Jan-2017	5/5 (100%)
Defining Research with Human Subjects - SBE (ID: 491)	19-Jan-2017	5/5 (100%)
Belmont Report and CITI Course Introduction (ID: 1127)	19-Jan-2017	3/3 (100%)
The Federal Regulations - SBE (ID: 502)	19-Jan-2017	5/5 (100%)
Assessing Risk - SBE (ID: 503)	19-Jan-2017	2/5 (40%)
Informed Consent - SBE (ID: 504)	19-Jan-2017	5/5 (100%)
Privacy and Confidentiality - SBE (ID: 505)	19-Jan-2017	5/5 (100%)
Research with Prisoners - SBE (ID: 506)	19-Jan-2017	4/5 (80%)
Research with Children - SBE (ID: 507)	19-Jan-2017	4/5 (80%)
Research in Public Elementary and Secondary Schools - SBE (ID: 508)	19-Jan-2017	4/5 (80%)
International Research - SBE (ID: 509)	19-Jan-2017	5/5 (100%)
Internet-Based Research - SBE (ID: 510)	19-Jan-2017	5/5 (100%)
Research and HIPAA Privacy Protections (ID: 14)	19-Jan-2017	4/5 (80%)
Vulnerable Subjects - Research Involving Workers/Employees (ID: 483)	19-Jan-2017	4/4 (100%)
Unanticipated Problems and Reporting Requirements in Social and Behavioral Research (ID: 14928)	19-Jan-2017	5/5 (100%)
Conflicts of Interest in Research Involving Human Subjects (ID: 488)	19-Jan-2017	4/5 (80%)

For this Report to be valid, the learner identified above must have had a valid affiliation with the CITI Program subscribing institution identified above or have been a paid Independent Learner.

Verify at: www.citiprogram.org/verify/?kcb855962-dcdd-4c58-ab5a-7fcb0e7070bd-22000708

Collaborative Institutional Training Initiative (CITI Program)

Email: support@citiprogram.org

Phone: 888-529-5929

Web: <https://www.citiprogram.org>

A-2 IRB Approval Letter



Office of Research Integrity
Institutional Review Board (IRB)
2000 University Avenue
Muncie, IN 47306-0155
Phone: 765-285-5070

DATE: November 19, 2018
TO: CHIH-YU CHEN
FROM: Ball State University IRB
RE: IRB protocol # 1345703-2
TITLE: Celebrity Endorsement on Consumers' View of fashion products
SUBMISSION TYPE: Amendment/Modification
ACTION: APPROVED
DECISION DATE: November 19, 2018
REVIEW TYPE: **EXEMPT**

The Institutional Review Board reviewed your protocol on November 19, 2018 and has determined the procedures you have proposed are appropriate for exemption under the federal regulations. As such, there will be no further review of your protocol, and you are cleared to proceed with the procedures outlined in your protocol. As an exempt study, there is no requirement for continuing review. Your protocol will remain on file with the IRB as a matter of record.

Exempt Categories:

	Category 1: Research conducted in established or commonly accepted educational settings, involving normal educational practices, such as (i) research on regular and special education instructional strategies, or (ii) research on the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods.
X	Category 2: Research involving the use of educational test (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior
	Category 3: Research involving the use of educational test (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior that is not exempt under category 2, if: (i) the human subjects are elected or appointed officials or candidates for public office; or (ii) Federal statute(s) require(s) without exception that the confidentiality of the personally identifiable information will be maintained throughout the research and thereafter.
	Category 4: Research involving the collection of study of existing data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that subjects cannot be identified, directly or through identifiers linked to the subjects.

	Category 5: Research and demonstration projects which are conducted by or subject to the approval of Department or agency heads, and which are designed to study, evaluate or otherwise examine: (i) public benefit or service programs; (ii) procedures for obtaining benefits or services under those programs; (iii) possible changes in methods or levels of payment for benefits or services under these programs.
	Category 6: Taste and food quality evaluation and consumer acceptance studies, (i) if wholesome foods without additives are consumed or (ii) if a food is consumed which contains a food ingredient at or below the level and for a use found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Service of the U.S. Department of Agriculture.

While your project does not require continuing review, it is the responsibility of the P.I. (and, if applicable, faculty supervisor) to inform the IRB if the procedures presented in this protocol are to be modified or if problems related to human research participants arise in connection with this project. **Any procedural modifications must be evaluated by the IRB before being implemented, as some modifications may change the review status of this project.** Please contact (ORI Staff) if you are unsure whether your proposed modification requires review or have any questions. Proposed modifications should be addressed in writing and submitted electronically to the IRB (<http://www.bsu.edu/irb>) for review. Please reference the above IRB protocol number in any communication to the IRB regarding this project.

Reminder: Even though your study is exempt from the relevant federal regulations of the Common Rule (45 CFR 46, subpart A), you and your research team are not exempt from ethical research practices and should therefore employ all protections for your participants and their data which are appropriate to your project.

D. Clark Dickin, PhD/Chair
Institutional Review Board

Christopher Mangelli, JD, MS, MEd, CIP/
Director
Office of Research Integrity

APPENDIX B

Survey

Study Title

Celebrity Endorsement on Consumers' View of fashion products

Study Purpose and Rationale

Purpose

The purpose of this study is to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

Rationale

This study will investigate your views of fashion products related to celebrity endorsements. Since companies spend a lot of money on celebrity endorsements, it is important to know whether celebrity endorsements can help consumers to make faster purchase decision of fashion products. An important consideration that needs to be investigated is the influence of celebrity endorsements on understanding consumers' view or perception of fashion products.

Inclusion/Exclusion Criteria

To be eligible to participate in this study, individuals must be a currently enrolled college students and 18 years of age.

Participation Procedures and Duration

For this survey, questions will help determine celebrity endorsement preferences that affect potential consumers' perception and behaviors. It will take less than 10 minutes to complete the survey. All responses are completely voluntary and anonymous. You will be given a three-week window to complete the survey.

Data Confidentiality or Anonymity

All data will be collected anonymously and no identifying information such as names or other identifying characteristics will be gathered.

Storage of Data and Data Retention Period

Raw data will be kept for 12 months after data collection and final data will be kept for 12 months after data collection. This information will be stored on a password-protected computer and any other flash drives or materials will be kept in a secured office on campus.

Risks or Discomforts

There are no perceived risks for participating in this study. Participation is completely voluntary and participants may choose not to answer any questions that make them uncomfortable and they may quit the study at any time.

Benefits

The information collected may not benefit participants directly, but the research findings should provide more general benefits to fashion brands and researchers.

Voluntary Participation

Your participation in this study is completely voluntary and you are free to withdraw your permission at any time for any reason without penalty or prejudice from the investigator. Please feel free to ask any questions of the investigator before the study and at any time during the study.

IRB Contact Information

For one's rights as a research subject, you may contact the following: For questions about your rights as a research subject, please contact the Director, Office of Research Integrity, Ball State University, Muncie, IN 47306, (765) 285-5070 or at irb@bsu.edu.

Consent

By clicking continue and entering the survey, I agree to participate in this research project entitled, Celebrity Endorsement on Consumers' View of fashion products. I have had the study explained to me and my questions have been answered to my satisfaction. I have read the description of this project and give my consent to participate.

To the best of my knowledge, I meet the inclusion/exclusion criteria for participation in this study.

Researcher Contact Information

Principal Investigator:

Chih-Yu Chen, Graduate Student
Department of Marketing
Ball State University
Muncie, IN 47304
Telephone: (765) 749-6900
Email: cchen3@bsu.edu

Faculty Supervisor:

Dr. Amy Harden, PhD
Department of Marketing
Ball State University
Muncie, IN 47306
Telephone: (765) 285-5958
Email: aharden@bsu.edu

I agree to participate in this study.

☐ Yes

☐ No

End of Block: Block 3

Start of Block: demographic

Are you currently enrolled as a student at Ball State University?

☐ Yes

☐ No

How old are you?

☐ Under 18

☐ 18-20

☐ 21-23

☐ 24-26

☐ 27 and above

What is your gender?

- ☐ Male
- ☐ Female

What is your ethnicity?

- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ Hispanic
- ☐ Other

End of Block: demographic

Start of Block: Block 1

The following items relate to your thoughts and experiences of celebrities endorsing fashion products. Please indicate your agreement of each statement using the following scale from strongly disagree to strongly agree:

	Strongly Disagree	Disagree	Agree	Strongly Agree
Q4 My perception of the desirability of a fashion product is influenced by a celebrity endorsing the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5 Even though a fashion product is from a brand <u>I am not familiar</u> with, I <u>will develop an interest</u> in the product if it is endorsed by a celebrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q6 Even though a fashion product is from a brand <u>I am very familiar</u> with, I <u>will develop more interest</u> in the product if it is endorsed by a celebrity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q7 My sense of a fashion product's desirability is based on my actual usage rather than celebrity endorsement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q8 I usually don't pay attention to celebrity endorsements to assess fashion products' desirability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q9 I believe that a celebrity's behavior has a direct relationship on the fashion product that they endorse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q10 When a celebrity conducts any negative behaviors in public, it will have a negative impact on the fashion product that they have endorsed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 I believe that when a celebrity conducts a positive behavior in public, it will have a positive impact on the fashion product that they have endorsed

☐☐☐☐

Q12 I would not buy a product endorsed by a celebrity who has demonstrated negative behavior

☐☐☐☐

Q13 When a celebrity endorses a fashion product, it will enhance my memory of this product in the future

☐☐☐☐

Q14 Even if a fashion product is from a brand I am familiar with, I may not remember this product if it is not endorsed by a celebrity

☐☐☐☐

Q15 Even if a fashion product is from a brand I am not familiar with, I will remember this product if it is endorsed by a celebrity

☐☐☐☐

Q16 When a celebrity endorses a fashion product, I can remember the celebrity.

☐☐☐☐

Q17 When a celebrity endorses a fashion product, I can remember the product.

☐☐☐☐

Q18 When a celebrity endorses a fashion product, I can remember both the celebrity and the product.

☐☐☐☐

Q19 Even when a celebrity endorses a fashion product, I won't remember either the celebrity or the product.

☐☐☐☐

Q20 I usually don't pay
attention to celebrity
endorsements.

☐☐☐☐

End of Block: Block 1

Start of Block: Block 3

The following items relate to your thoughts and experiences of celebrities endorsing fashion products and purchase intention. Please indicate your agreement of each statement using the following scale from strongly disagree to strongly agree:

	Strongly Disagree	Disagree	Agree	Strongly Agree
Q21 I would buy a fashion product endorsed by a celebrity because that makes me feel superior among my peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q22 If I <u>use</u> a fashion product endorsed by a celebrity, <u>people around me</u> <u>would probably think I have a better taste.</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q23 If I <u>buy</u> a fashion product endorsed by a celebrity, <u>I will be more accepted by my peers.</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q24 Celebrities who endorse fashion products are viewed as a role model for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q25 When I consider buying a fashion product, I ask other people for advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q26 I don't need to talk to others before I buy a fashion product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 I rarely ask
other people
what fashionable
clothing to buy

☐☐☐☐

Q28 I like to get
others' opinions
before I buy a
fashion product

☐☐☐☐

Q29 I feel more
comfortable
buying a fashion
product when it's
endorsed by a
celebrity

☐☐☐☐

Q30 When
choosing a
fashion product,
other people's
opinions are not
important to me

☐☐☐☐

Q31 When I buy
a fashion
product
endorsed by a
celebrity, I think
the product has
more advantages
than a product
not endorsed by
a celebrity

☐☐☐☐

Q32 When I buy
a fashion
product
endorsed by a
celebrity, I am
more certain it
fits into my
lifestyle than
products not
endorsed by a
celebrity.

☐☐☐☐

Q33 When I buy
a fashion
product
endorsed by a
celebrity, I think
the product is
easier to
understand and
use than
products not
endorsed by a
celebrity.

☐☐☐☐

Q34 I am more
willing to try a
new fashion
product when it
is endorsed by a
celebrity.

☐☐☐☐

Q35 Fashion
products
endorsed by a
celebrity can
catch my
attention more
than other
products
displayed in a
retail store.

☐☐☐☐

APPENDIX C

Letter to Contact Students

Initial:

Hello,

You are being invited to participate in a research study about the Celebrity Endorsement on Consumers' View of fashion products. The purpose of this study is to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

This study will investigate your views of fashion products related to celebrity endorsements. Since companies spend a lot of money on celebrity endorsements, it is important to know whether celebrity endorsements can help consumers to make faster purchase decision of fashion products. An important consideration that needs to be investigated is the influence of celebrity endorsements on understanding consumers' view or perception of fashion products. The survey focuses on college students group. In addition, you must be at least 18 years old to participate in this study.

You may access the survey through the web link
on Qualtrics at: https://bsu.qualtrics.com/jfe/form/SV_cXSFrVWdiyXDpkN

There are no known risks to you if you decide to participate in this research study, nor are there any costs for participating in the study. The questionnaire will take about no more than 10 minutes.

This survey is anonymous. If you choose to participate, no one will be able to identify you or your answers, and no one will know whether or not you participate in the study. The IRB may inspect these records. The information collected from this research will remain anonymous and will only be used for academic research. The data will be stored for one years in a secured location with password protection then destroyed after the previously stated period. Only the primary investigator will have access to the data.

It is important that you understand that your participation is considered voluntary. This means that even if you agree to participate, you are free to withdraw at any time, without penalty. You are free to decline to answer any particular question you do not wish to answer for any reason.

If you have any question or concerns about the study, you may contact Chih-Yu Chen at cchen3@bsu.edu. In addition, if you have any question or concerns regarding your rights, you may also contact the Office of Research Integrity at (765)285-5070 or irb@bsu.edu. I thank you for your time.

Sincerely,

Chih-Yu Chen

Graduate student, Fashion Merchandising

Department of Marketing

Email: cchen3@bsu.edu

Faculty Advisor:

Amy Harden, Ph.D.

Associate Professor of Fashion Merchandising

Department of Marketing

Email: aharden@bsu.edu

1st reminder

This email acts as a friendly reminder to complete my brief online study!

Dear participants,

You are being invited to participate in a research study about the Celebrity Endorsement on Consumers' View of fashion products. The purpose of this study is to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

This study will investigate your views of fashion products related to celebrity endorsements. Since companies spend a lot of money on celebrity endorsements, it is important to know whether celebrity endorsements can help consumers to make faster purchase decision of fashion products. An important consideration that needs to be investigated is the influence of celebrity endorsements on understanding consumers' view or perception of fashion products. The survey focuses on college students group. In addition, you must be at least 18 years old to participate in this study.

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Sincerely,

Chih-Yu Chen

Graduate student, Fashion Merchandising

Department of Marketing

Email: cchen3@bsu.edu

Faculty Advisor:

Amy Harden, Ph.D.

Associate Professor of Fashion Merchandising

Department of Marketing

Email: aharden@bsu.edu

2nd reminder

This email acts as a final reminder to complete my brief online study!

Dear participants,

You are being invited to participate in a research study about the Celebrity Endorsement on Consumers' View of fashion products . The purpose of this study is to assess the influence of celebrity endorsements on consumers' view of fashion products and intention to purchase.

This study will investigate your views of fashion products related to celebrity endorsements. Since companies spend a lot of money on celebrity endorsements, it is important to know whether celebrity endorsements can help consumers to make faster purchase decision of fashion products. An important consideration that needs to be investigated is the influence of celebrity endorsements on understanding consumers' view or perception of fashion products. The survey focuses on college students group. In addition, you must be at least 18 years old to participate in this study.

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Sincerely,

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